

## Case IH at International Agricultural Fair in Novisad

St. Valentin, 09.05.2017

At a time when many agricultural suppliers are restructuring their businesses, Case IH's message is simple: "We are stable and stronger than ever, we are expanding our operations and we are looking forward to meet and exceed the needs of customers in the coming years."

Case IH, which celebrates **its 175 brand anniversary** in 2017, is determined to further develop the business in Serbia and to grow with Titan Machinery Serbia over the coming years. Titan Machinery Serbia has proved to be a reliable and successful partner for Case IH in Serbia over the last years and has continuously improved the market share confirmed by strong sales results in Q1 2017. Titan Machinery Serbia is aligned with Case IH growth plans over the next few years and prepared for additional investments to further extend the Case IH business. All customers in Serbia will benefit from this strong ongoing business relationship and both companies are looking forward for further, successful growth of Case IH brand in Serbia.

### International Agricultural Fair in Novisad 2017

Titan Machinery Serbia and Case IH will be presenting its full product range of tractors, telehandlers and harvest products at the annual Agricultural Fair in Novisad **13<sup>th</sup> to 19<sup>th</sup> of May**.

"There will be many product highlights displayed at the show", emphasises Harald Boitllehner, Case IH Business Director for Eastern Europe and Balkans, "Alongside the 2017 Tractor of the Year, the 270/300hp Optum CVX, we will be presenting our advanced Axial-Flow combine".

The new Maxxum model, key product for the Serbian market, incorporate new styling and lighting, a single-piece windscreen, upgraded steering wheel, various new seat options and Class II/III ISOBUS options, plus improved front axle suspension and an engine brake option. For the first time the Case IH telehandler will be displayed in Serbia.

"We are confident to extend our business in 2017 and beyond. With Titan Machinery Serbia as our partner for this important market we are able to provide our customers in Serbia an outstanding product range in order to deal with their every-day business. With this leading product range and our strong partner Titan Machinery Serbia, we are able to provide our customers in Serbia with the perfect package for successful and profitable farming," concludes Boitllehner.

Press releases and photos <http://mediacentre.caseiheurope.com/>.

*Case IH is the professionals' choice, drawing on more than 170 years of heritage and experience in the agricultural industry. A powerful range of tractors, combines and balers supported by a global network of highly professional dealers dedicated to providing our customers with the superior support and performance solutions required to be productive and effective in the 21st century. More information on Case IH products and services can be found online at [www.caseih.com](http://www.caseih.com).*

*Case IH is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at [www.cnhindustrial.com](http://www.cnhindustrial.com).*

**For more information contact: Contact details**

Christian Garneyer  
Tel: +43 7435 500 696

Marketing Manager  
Eastern Europe, Balkans  
Case IH & Steyr  
e-mail: [christian.garneyer@caseih.com](mailto:christian.garneyer@caseih.com)  
[www.caseih.com](http://www.caseih.com)